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***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

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In re application of: Javier Saenz et al.

Attorney Docket No.:

IGT1P419BX1/AP00014-010

Application No.: 10/699,631

Examiner: Le, Khanh H.

Filed: October 30, 2003

Group: 3688

Title: SYSTEM AND METHOD FOR OFFERING  
AWARDS TO PATRONS OF AN  
ESTABLISHMENT

Confirmation No.: 3077

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I hereby certify that this correspondence is being transmitted electronically through EFS-WEB to the Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450 on July 15, 2010.

Signed: \_\_\_\_\_/AmG/  
Anja M. Gardeman

**RESPONSE TO OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated April 15, 2010 please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.

Reconsideration is kindly requested in light of the following amendments and remarks.